

# PRINTERS' INK.

*A JOURNAL FOR ADVERTISERS.*

GEO. F. ROWELL & CO., PUBLISHERS, 10 SPRUCE ST., NEW YORK.

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VOL. V.      NEW YORK, SEPTEMBER 16, 1891.      NO. 11.

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## Knowledge is Power

in so far as it is made to effect results. In no other line of business activity are results more directly dependent upon knowledge than in Newspaper Advertising. The farmer's success largely depends upon his recognition of the differences in seeds and soils and methods. The same sort of knowledge is even more essential to the Newspaper Advertiser. As competition in this field increases, intelligence becomes more and more necessary. For him to ignore this fact is to miss the greatest success, or fail altogether. The best obtainable knowledge of the American Advertising field is always to be found in the

## American Newspaper Annual

the 12th edition which is just leaving our presses. No effort or expense has been spared to make and maintain this work as the standard book of reference on all matters pertaining to American Newspapers. This single purpose furnishes the reason for its existence, and we believe, for its success as well. What strict fidelity to this single purpose does for the advertiser, is best shown by what the book includes and excludes. No Newspaper Advertiser, large or small, should be without a copy. It is to him what the Railroad Guide is to the Traveler and Dun's or Bradstreets' to the Business Man.

**PRICE, \$5.00 Carriage Paid.**

Send order, or request for descriptive circular to

**N. W. AYER & SON,**  
Newspaper Advertising Agents,  
**PHILADELPHIA.**

*New England States,  
Middle States,  
or Southern States.*

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We reach the country people. We reach  
the families. We reach them through the

**1400 Local Papers**

OF THE

*Atlantic Coast Lists,*

which are read by fully one-sixth of the  
country readers of the United States.

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The New England States can be taken as one  
section, the Middle States as another section, and  
the Southern States as a third section, or all can be  
used, at the option of the advertiser.

**HALF A CENT  
A LINE A PAPER**

is our rate for transient advertising; as low as a  
quarter of a cent when one thousand lines are  
engaged. We set up the advertisement, and sub-  
mit a proof with estimate for its insertion.

If electrotypes are used, but one is needed. Cat-  
alogue sent if requested.

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**ATLANTIC COAST LISTS,**  
134 Leonard St., New York.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, MARCH 27, 1890.

Vol. V.

NEW YORK, SEPTEMBER 16, 1891.

No. 11.

## SIGNS AS ADVERTISEMENTS.

*By Charles F. Benjamin.*

Shop and store signs have two intents—to keep old customers and win new ones. In both these objects they conform to one of the basic principles of advertising.

Signs are very ancient; so ancient that the beginnings of authentic history record their existence without disclosing their origin. Nor is this strange, for buying and selling are almost as old as the human race, and one of the earliest classifications of society is that which divides mankind into venders and purchasers.

Before printers' ink had made a knowledge of letters well nigh universal, the ability to read alphabetical characters was a rare and technical art. Hence, till times quite recent, merchants' signs consisted in natural objects or in the artificial productions of the carver, the moulder or the painter. The change to verbal delineation has been in the direction of utility, but art has lost much with the disappearance of the figured and colored emblems of trade. As for the sign-maker's old-time ingenuity, it has been rather converted or diverted to the new methods than discontinued, and in its survival, under changed conditions, is the promise that the sign painter and the artist have not parted company forever. Indeed, the last ten years have been graced by many visible proofs of a revival of artistic feeling in the matter of commercial signs, and in this rebirth of art in utility it is not difficult to trace the reflex action upon signboards of the high class illustrations now so common in newspaper advertisements. Thus and again one is tempted to exclaim that as, in the Augustan age, all roads led to Rome, so in these later days many pleasant and profitable paths along which men pursue their way converge upon this

modern practice of scientific, because calculated, advertising.

A satisfactory proof of the usefulness and therefore value of signs is the tender care with which the law protects them. Law is a growth, not a fabrication; and when one sees the law stretching its long and strong arm over anything, one knows that the thing so guarded has already made its place in the social economy. You must not appropriate or imitate your competitor's signs. To do so is legally stigmatized as unfair trading, for his signs are a part of the "good will" of his business, and the public is not to be compelled to go about with microscope or telescope to distinguish his place of business from your own.

If you are in trade you must have signs upon your commercial premises. To say that those signs should be the best that human ingenuity can devise for the purposes of your business is but to state a truism. Here are a few fundamental rules that will be found to hold good, however various their application to particular cases:

1. The heart or core of every business sign should consist of an inscription of words, no matter how elaborate the background or other accessories.

2. The verbal inscription should be as pointed and graphic as circumstances will admit, and the baldness of statement of a visiting card should be avoided.

3. Display lettering should be used for the more important words or phrases.

4. Ornamentation should be so used and applied as not to interfere with the rapid and sure reading of the words of the sign.

5. The sign, as an entity, should have a distinctive character—a personality of its own as exclusive as that of its proprietor—and this distinctive character should not be eccentric, but one possessing the qualities of true im-

pressiveness and reasonable permanence.

6. The essentials of the sign should be determined with regard to continuity in its use, so that they may survive changes of proprietorship or of firm name in the business, or minor alterations of business or business methods, or changes of location.

7. The sign, as an entire thing, should be designed with due respect to its visible surroundings, whether present, or probable in the not too distant future; and this consideration should include the capability of the sign to be making business for its owner during the days and hours of temporary cessation from business.

8. The sign should be capable of economical repair or renewal, without material change of its character.

9. If the goods made or sold on the sign-marked premises go out largely in wrappers or packages, a printed facsimile of the sign should appear as part of a label or inscription on wrappers and packages, whereby the beneficial use of the sign may be greatly extended.

The foregoing rules will not be regarded as too recondite or fanciful when the pressure of competition and its relief by judicious advertising be taken into account, or when it is remembered that the difference between unskillful or heedless advertising and no advertising at all makes no substantial difference in the result.

It may not be amiss to note that when the owner of a sign is simply a tenant of the premises upon which the sign appears, the rights and benefits of the sign belong wholly to himself, and cannot be appropriated or retained by the landlord or a new tenant upon vacation of the premises.

THE right of the advertiser to know the measure of his purchase in circulation is as clear as the publisher's right to know his weight in print paper. The statutes in every State define this right in other commodities, and the law lays its hand upon the offender who delivers a measure less than he has sold.—*Address of Major W. J. Richards.*

THE unadvertised articles that are put upon the market are sold mostly to the great profit of the dealer and the great loss of the customer.—*West Shore.*

## HERE AND THERE.

*By Horace Dumars.*

An old-time advertising man remarked to me the other day that in his opinion PRINTERS' INK goes too much into the details of advertising for the good of those who make the profession their calling, but I do not see that any competent person has been hurt by the increased knowledge acquired by those who but for its columns might still be novices instead of well-informed advertisers. The more enlightened advertisers become, the better work they will do, and consequently the more profitable will be their advertising. Men pursue advertising for the profit there is in it, and once show to an advertiser that his space brings good returns, and you can count on his continuing in the field. It may be that it is more difficult for a man to poise before the advertisers of to-day as one possessed of superior knowledge in this line, but that fact does not injure the cause except for the individual who would like to shine more brilliantly among the uninformed than he can expect to do where advertisers receive weekly the experience and opinions of many of the leading advertisers.

I have recently seen letters from three Boston houses, written to one New York artist with a view to having him prepare a series of illustrations for advertising cuts, and in two instances brief correspondence has been followed by instructions to get up a large number of different subjects for each advertiser. From this it would seem that Boston advertisers do not propose to be left when it comes to making their advertisements attractive by the use of illustrations.

I notice that the most arbitrary men do not always get the best treatment from publishers and advertising managers. They may flatter themselves that iron-clad contracts go further than instructions which give a little leeway. But it often happens that it is in the power of the man who presides over the make-up of advertising columns to do something nice if he is so disposed, and it usually happens that these favors go to the advertiser who has gotten into his good graces. I do not mean by this that advertising contracts should be drawn loosely, for my experience leads me to believe that nothing

should be left to chance save where the make-up will admit of better position than that called for in the contract.

Many who have had no experience in the newspaper field are heard to express the wish that they could run a paper for a little while, just to show the public how it should be done, and, in turn, many newspaper men wish that they could have full swing as manager of some extensive advertising department that they could demonstrate to the world how really first-class advertising should be done. It's all very easy until attempted, and then it is found that not all who get the opportunity are glittering examples of success. However, I think the ranks of successful advertising managers represent more newspaper men, by far, than those of any other calling, and until some person shall discover a way of conducting an institution for instructing novices in the art, the printing office will continue to be the best school for learning the rudiments of attractive advertising.

In looking over several of the New York dailies of recent date, I see one large real estate advertiser using an old cut that has been shown in type-foundry specimen books since before the war. Just what connection a cast-iron eagle with spread wings and a picture of the National Capitol has with Jersey real estate I have not been able to figure out. This particular advertisement happened to be alongside of one that has a modern cut at its head, and it was owing to its association that it was at all noticeable.

THESE two things, flexibility of rates and uncertainty of circulation, have made the demand which the much-maligned advertising agent has come to fill. We have given him sphere. He is a necessity, and, as I have often said, is the greatest of all producers of advertisers; but, good or bad, he is the creature of our slipshod methods. We have made him and ought not too much denounce our own offspring; moreover, he is no worse nor better than other men. Only the individual, not the class, is anywhere dishonest, and the average integrity among advertising agents is as high, as I think you will admit his sagacity is equal to, like standards in our own profession.—*Address by Major W. J. Richards.*

## "KEY YOUR ADS."

*By James T. Brown.*

There are but few concerns doing business through advertising that employ a system of "keying their ads.," and the very few who do, find it is an essential and an unerring method through which can be ascertained what papers to stay out of and what mediums to continue to employ.

It may be that there are many ways of doing this and, too, that many large advertisers do so in their own way and say nothing of it; but very few can be recorded who employ street numbers in their address as their key. Among the largest trade journal advertisers, The Egan Co., of Cincinnati, Ohio, and W. F. & Jno. Barnes Co., of Rockford, Ill., are almost alone in varying the street numbers they advertise so as to ascertain the number of inquiries each paper brings them. It is hardly necessary to say that these concerns are successful, and notably so; they advertise heavily and get their business entirely in this way.

In view of the extraordinary amount of advertising done nowadays there should be every effort made to ascertain the value of the medium carrying your "ad.," and by using the "key" one is enabled to judge very carefully of what worth the "ad." is to you. Give the paper a chance to show what it can do, say three to six months, and then watch the return. Look up the sales and form your decision. If inquiries come in and no sales you can then rest assured that the paper does not reach the class of readers you want, and you therefore don't renew. Those papers which bring you business are necessary, and it is only a matter of space in them. Advertising at best is a lottery, and money has to be spent to find out whether you get a prize or not. There are lots of mediums, but wary and experienced advertising managers use shrewdness in selection and are not often deceived. But how much better could they back up their judgment if they knew just what the paper was doing for them at any period during the life of the contract.

Publishers seem to be solicitous for the advertiser to find out circulation; but in many cases they don't tell the character of circulation—it is so much, and positively certified and guaranteed. We know the magazine, from its literary and scientific attainments, reaches

largely the people inclined to social, literary, scientific and political matters, and that class papers reach a certain class of readers, the larger the circulation the greater amount of possible customers; and, if the key is used, how easy to note what each is doing.

Give each paper its designated street number, and, as your mail is opened, watch the address and credit the paper accordingly. This is a simple plan, for most people will on addressing you for the first time use the street number. Then, again, the scheme cannot fail to make you a stronger adherent of advertising, as it is the most effective way of attaining the greatest success in the shortest time possible.

#### DIGNITY IN ADVERTISING.

By Clifton S. Wady.

Dignity is said to be a quality suited to inspire respect. It is grace, impressiveness.

Personally, I think there is too little dignity in the writings of the present day in general; but it is of that occurring in the word-construction of advertisements I would speak of here. It is easily evident that a writer can ill afford to omit from his work a quality which inspires respect; and, furthermore, "grace" and "impressiveness" are elements of necessity in a first-class advertisement. It may be said that the main function of the advertisement is to convince; and a man well impressed is half convinced.

It must be admitted that the happy medium, "the golden mean 'twixt two extremes," is a somewhat difficult point to locate and attain, but thought and observation, joined with the proper literary ability, will allow us to approximate it.

Introduction of the "familiar" style is desirable to the extent of preserving the matter from stiffness and conventionality, but it is never offensive in such allopathic doses; on the contrary, it becomes the quality which renders matter "catchy" and "readable" in the public eye.

It is just at this point failure often begins. Arguing that the average reader delights in the element of "personality," the writer referred to gets out his matter in a slap-you-on-the-back, how-are-y'r style which is considered "hearty" and "cordial" and em-

phatically calculated to warm the reader's heart and draw out the ever reluctant dollar.

But will it?

I clip (from the *Wheelmen's Gazette*) an advertisement which would seem in all propriety to fall under the class of writing criticised above, as follows:

#### MR. BICYCLE AGENT, WE WANT YOUR SCALP!



And to get it we have special inducements to offer you. Send for our Job Lot list with discounts to the trade and see if we don't capture you. Many dealers and agents are already buying from us, but we want all the rest. Correspondence solicited.  
A. W. GUMP & CO.,  
Dayton, Ohio.

Now, I am not rash enough to assert that this advertisement does not pay—no doubt it does; still I hold it to be open to the objections named, and further, that a change to correct style (as outlined) would increase the returns from its insertion.

The value of public print was long ago acknowledged—that is, the fact that it was of some value; it is the *highest degree* of value we are striving for, with the minimum of expenditure. In such efforts *style*—language—should receive more attention at the hands of writers than it appears to have.

While I decry extremes in advertising, I confess to never having experimented in this line with a view to learning if my stand is well taken in point of fact. I recognize that theories of advertising are not always borne out by facts, and the public not infrequently "take" to some odd methods and language in this field. Hence, if a reader of these lines has an experience to controvert my views, it would interest more than the writer to have that experience placed on record in these pages.

The fact is that all the advertising agents and experts in the United States put together cannot boom a really unworthy article even to the point of making it pay for the advertising done.—*West Shore.*

# Correspondence.

## THE CASE OF THE PROSPECT, OHIO "ADVANCE."

THE SUN, Daily and Weekly, }  
WILLIAMSPORT, Pa., Sept. 7, 1891. }

Editor of PRINTERS' INK:

I have read with much interest the dispute and correspondence in the Prospect (O.) *Advance* case. In the absence of any more definite information, the fact that the paper printed 44 quires of an 8-page sheet in separate sheets of 4 pages, is evidence, it occurs to me, that the circulation on that basis must have been 528. It is a significant fact that nowhere in the correspondence does the publisher state in copies his circulation. This may be due to carelessness or neglect to keep a definite record; but at any rate there seems to be no excuse for a publisher not to know himself, positively, without relying on employees, just what his circulation is. These remarks are not directed toward Mr. Pettit particularly, but are made to show the carelessness that exists on this point in some newspaper offices. A dishonest publisher need keep no record; but an honest publisher loses much by not keeping one, whether he have 1,000 or 10,000 circulation. \* \* \*

Very truly,  
J. W. SWEELY, Mgr.

R. L. WATKINS, }  
Newspaper Advertising Bureau, }  
PROSPECT, Ohio, Sept. 6, 1891. }

Messrs. GEO. P. ROWELL & Co., New York City:

GENTLEMEN—I have just carefully read pages 198 to 201 of Sept. 2d PRINTERS' INK, and beg to say that this is the first I have had the full particulars of the *Advance*-Roads circulation controversy, although knowing that Mr. Roads had reported the inaccuracy of the *Advance* report to your Directory.

Mr. Pettit's communications are quite amusing, I assure you, to one who is on the ground, and his manner of substantiating the report given you Oct. 24, 1890, seems to lack just the proof you have called for. The *Advance* now has, as formerly, two sheets, four pages each, and I think Mr. Pettit must be counting each sheet as one paper.

Yours very truly,  
R. L. WATKINS.

WM. D. CLEVELAND & Co., }  
Cotton Factors, }  
HOUSTON, Tex., Sept. 5, 1891. }

Messrs. GEO. P. ROWELL & Co., New York.

Just as a matter of information, would like to know how old W. P. Roads' father was when he entered the matrimonial state? W. M. Pettit's affidavit states: "Furthermore, that said W. P. Roads is a *minor*, and *irresponsible*, as is also his father."

Was under the impression we Southerners were much more precocious in these matters than you "Northern folk," but it seems I was mistaken—or—or— But please investigate this matter—it is very interesting.

GEO. A. BYERS,  
Adv. Dept. W. D. C. & Co.

It now looks as though Mr. Roads ought to have his hundred dollars—before he or his father gets too old to enjoy it.—[Ed. PRINTERS' INK.]

## A NOVEL SUGGESTION.

OFFICE OF THE GAZETTE, }  
Daily and Weekly, }  
—, Sept. 2, 1891. }

Messrs. Geo. P. Rowell & Co.:

We have your card asking for a "complete schedule" of our advertising rates. That's what we haven't got. We have been going to get up one for the last five years, but time is at a premium in a country daily office, and we have never accomplished the matter. I wish you would have a competent person compile a fair table of advertising rates for daily and weekly papers, giving rates in figures for one inch to one column—one day to one year—also top column next to reading matter, and next to reading matter, such a per cent additional, for papers from 250 circulation up, each 250—the figures to be changed for each 250—and sell such cards to publishers at say \$5 each. I would want a daily one for a paper of 1,500 circulation and a weekly one for a paper of 2,500 circulation. You might send out a circular and see how many editors would go into it. If it cost you \$1,000 to get up the cards and you got 200 subscribers it would pay expenses; and I should think, if properly gotten up and well advertised, several thousand might be sold. Besides, I believe the rate would soon be adopted all over the country. I give you the suggestion for what it is worth. What say you? I enclose our rates, but not very "complete." Yours, etc., \_\_\_\_\_, Proprietor.

## THIS CRANK SHOULD BE LOCKED UP.

OFFICE OF  
AMERICAN LOCK-CRANK CO., }  
MILWAUKEE, Wis., Sept. 4, 1891. }

Editor of PRINTERS' INK:

As we are of that detectable class called "Novelty Men," so aptly characterized in the last number of your excellent little journal by Mr. Stanley Day, we trust that we may be pardoned the degree of ignorance in printing matters that would excuse and justify the following query:

On the editorial page 201, in closing your statement of the recent circulation of PRINTERS' INK you say "The issue for this week is 36,750." Now, the idea of sticking in cold type, that must be set up before a single copy is printed, stating in exact figures, and as a fact, the number of copies of an issue yet to follow, seems to us somewhat on a par with the enterprising and hustling domestic who stated that she had all the beds made in the morning before there was anybody up.

Have we hit upon a little incongruity, or is it proper?

A line or so in PRINTERS' INK by way of explanation would be appreciated.

AMERICAN LOCK-CRANK CO.,  
Per T. L. PAINE, Manager.

The pressman always has to be told in advance how many copies he is to print, and the man who is competent to tell the pressman may also tell the public.—[Ed. PRINTERS' INK.]

## HE "WORKED" THE PRESIDENT.

From the Boston Weekly Journalist.

The taking of Dr. Henry J. Helmbold to a madhouse recalls to mind, says the *New York World*, one of the most successful of the great advertiser's methods of attracting attention to himself. It was the evening before the second inauguration of General Grant as President

that Dr. Helmbold arrived in Washington from New York, bringing with him his team of six blooded bay horses, which, in gold-mounted harness, were attached to the most expensive victoria of that day. He announced at once the purpose of his visit, and, driving to the White House, tendered the use of the equipage to the President in his trip to the Capitol the next day. The offer was, of course, politely declined, as Dr. Helmbold had expected it would be; but the fact that the offer had been made was telegraphed far and wide, and that was all the doctor desired. It was the greatest advertisement of his life, and had been secured at a comparatively small cost. The next day he added to the record already made. He appeared himself in the procession to the Capitol, flashily dressed and driving the now famous team, of which everybody in town had heard, and was probably, next after the President, the most observed individual on the avenue. He was delighted with the success of his scheme.

#### SPECIAL NOTICES.

Advertisements under this head, two lines or more, without display, 30c. a line.

#### EMBOSSING.

#### EMBOSSING PAYS.

#### SPOKANE SPOKESMAN.

#### ALLEN'S LISTS ARE strong.

#### EMBOSSING CATALOG COVERS.

#### EMBOSSING A TRADE CATCHER.

#### LEVY'S INKS are the best. New York.

#### POPULAR EDUCATOR, Boston, for Teachers.

#### AGENTS' HERALD, Phila., Pa. 15th year. 80,000 monthly.

#### THE GRAPHIC, Chicago, "the great Western Illustrated weekly."

#### THE GRAPHIC, Chicago—Most value at least cost to advertisers.

#### BRIGHT, clean and reliable is the SAN FRANCISCO BULLETIN.

#### NEW HAVEN NEWS—Only independent newspaper in Connecticut.

#### AGENTS' names \$1 to \$10 per 1,000. AGENTS' HERALD, Phila., Pa.

#### LOUISVILLE COMMERCIAL pays better than any other Louisville Daily.

#### A COMPLETE Family Newspaper. SAN FRANCISCO CALL. Estab. 1855.

#### SAN FRANCISCO WEEKLY CALL and BULLETIN cover the Pacific Coast.

#### LARGEST evening circulation in California—SAN FRANCISCO BULLETIN.

#### PROSPEROUS, intelligent people reached by the SAN FRANCISCO BULLETIN.

#### MOST "Wants," most circulation, most adv's. SAN FRANCISCO CALL leads.

#### HIGH grade, pure tone, honest circulation. None better. SAN FRANCISCO CALL.

#### 56.759 D.; 61,861 S.; 22,846 W.; circulation SAN FRANCISCO CALL.

#### ADVERTISING rates 15c. per inch per day. Circ'n 6,500. Enterprise, Brockton, Mass.

#### HIGHEST ORDER Mechanical Engraving. J. E. Rhodes, 7 New Chambers St., N. Y.

**THE ADVERTISER'S GUIDE** mailed on receipt of stamp. STANLEY DAY, New Market, N. J.

**PATENTS FOR INVENTORS**; 40-page book FREE. W. T. FITZGERALD, 900 F St., Washington, D. C.

**EMBOSSING OUR SPECIALTY.** Come in and talk it over. GRIFFITH, AXTELL & CADDY CO., Holyoke, Mass.

**WHY** do Messrs. R. Dunlap & Company advertise in THE NEWS SERIES? Ask them. General office, Utica, N. Y.

**DIRECTORY PUBLISHERS**, please send circulars and price list of your directories to U. S. ADDRESS CO., L. Box 1467, Bradford, McKean Co., Pa.

**TEXAS FARMER**, Dallas. Larger circulation than any other Texas paper, and among the best people. Proved circulation, over thirty thousand.

**CIRCULARS**, Samples and Papers Distributed in Linn, Delaware and adjoining counties. Charges reasonable. M. J. MANN, Central City, Linn County, Iowa.

**MEDICAL BRIEF** (St. Louis) has the largest circulation of any medical journal in the world. Absolute proof of an excess of thirty thousand copies each issue.

**PAPER DEALERS**.—M. Plummer & Co., 161 William St., N. Y., sell every kind of paper used by printers and publishers, at lowest prices. Full line quality of PRINTERS' INK.

**THE SCHOOL JOURNAL**, Weekly (circulation 18,000), and **TEACHERS' INSTITUTE**, Monthly (circulation 47,000), reach a large proportion of 300,000 teachers and school officers. Circulation proved. New York.

**GAZZETTA CATTOLICA** Giornale politico e religioso esce ogni Sabato ABBONAMENTO PER UN ANNO, \$2.00 all'estero, \$2.00 più le spese postali. Rev. C. A. MAROZZI Editore Proprietario. 171 Conti Street, New Orleans, La.

**THE GREAT MEDIUM** for the South and West. BELFORD'S MAGAZINE, monthly, New York, is among the 161 newspapers to which the new edition of the American Newspaper Directory for 1891 accords a regular circulation of more than 50,000 copies each issue.

**MINING AND MANUFACTURING SOUTH**, a semi-monthly journal devoted to Southern mining, manufacturing, railroad, lumber and real estate investments and developments. Subscription, \$1.00 per annum. No. 7 Kimball House, Wall St., Atlanta, Georgia.

**DENVER**, Colorado.—Geo. P. Rowell & Co. of New York in their new BOOK FOR ADVERTISERS name the best, most widely circulated, most influential papers at each important center of population or trade throughout the whole country. For Denver the paper accorded this distinction is the DENVER REPUBLICAN.

**MONEY?**—There are a greater number of insurance, banking and other moneyed institutions to the square inch in the city of Hartford than in any other city in the world. Financial advertising is a conspicuous feature in the columns of the TIMES, the undisputed leading newspaper of Connecticut. Sample copy tells; rates also.

**THE AGE-HERALD**, Birmingham, Ala., the only morning paper printed in the mineral region of Alabama. Average daily circulation, 7,500; average Sunday circulation, 10,000; average weekly circulation, 25,000. Population of Jefferson County, in which Birmingham is located, 100,000. For advertising rates address THE AGE-HERALD COMPANY, Birmingham, Alabama.



A careful reading of the next five pages will put dollars in the pocket of every live advertiser.

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# FACTS, NOT FICTION.

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Remember, the Farmers in '92 will have more money to spend for the necessities and even luxuries of life than at any time in the last 20 years.

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The P. F. takes six pages in this issue of PRINTERS' INK to show those advertisers who are not with us that they have overlooked one of *the best mediums in America for results.*

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\*—————\*

1 inch	52 times costs only.....	\$136.50
2 inches	52 times costs only.....	\$273.00
3 inches	52 times costs only.....	\$409.50
4 inches	52 times costs only.....	\$546.00

◆————◆

*With every 52-time contract we will give a written guarantee to prove BY POST, OFFICE RECEIPTS that the advertisement will appear in 1,500,000 papers; we expect to print 1,500,000, but cheerfully guarantee 1,500,000. Kindly figure this up, and in what first-class publication, BAR NONE, can you secure such a guaranteed circulation.*

# What 25 of The Best Advertis-

OFFICE OF  
SYRACUSE CHILLED PLOW CO.,  
SYRACUSE, N. Y., AUG. 13, '91.

In regard to the results of our ad. in the "Practical Farmer," would say that, as far as we are able to judge, price considered, we had but one paper on our list that paid better. Very respectfully yours,

SYRACUSE CHILLED PLOW CO.

OFFICE OF  
THE HARTMAN MANUFACTURING CO.,  
BEAVER FALLS, Pa., AUG. 12, '91.

We have kept an accurate account of the direct results obtained from the numerous advertisements we have been running this year, and after figuring these up to July 1st, we are glad to say that we count the *Practical Farmer* among the "banner" publications. Not only were there a large number of inquiries received from our ad. placed in your paper, but an unusual proportion of these proved to be people who followed with orders. We are after "practical" results, and our past experience shall assure us that the *Practical Farmer* brings them.

Yours very truly,

HARTMAN MFG. CO.

OFFICE OF CORNISH & CO.,  
WASHINGTON, N. J., AUG. 12, '91.

We are agreeably surprised at the returns we are continually receiving from the *Practical Farmer*. We consider it one of our best mediums. Very cordially,

CORNISH & CO.

OFFICE OF R. G. CHASE & CO.,  
PHILADELPHIA, Pa., AUG. 12, '91.

The results from our small advertisement in the *P. F.* exceeded our expectations.

Yours truly, R. G. CHASE & CO.

OFFICE OF C. I. HOOD & CO.,  
LOWELL, Mass., AUG. 10, '91.

We will say that we were so favorably impressed with the value of the "Practical Farmer" for advertising that we recently renewed our contract for another year.

Very truly yours,

C. I. HOOD & CO.

OFFICE OF THE SPANGLER MFG. CO.,  
YORK, Pa., August 11, 1891.

We are pleased to state that the results from advertising in your paper have been very satisfactory, having had as many, (if not more, inquiries from parties who stated they saw the ad. in the *Practical Farmer* than any other paper we advertised in this year.

Yours truly,

THE SPANGLER MFG. CO.

OFFICE OF H. A. ELLS & CO.,  
CHICAGO, Ill., August 7, '91.

The *Practical Farmer* paid us as well, price considered, as any other paper, and very much better than the most of them.

Most res'p.,

H. A. ELLS & CO.

OFFICE OF PILSBURY A. WEBSTER,  
CAZENOVIA, N. Y., AUG. 7, '91.

The Farmer I find to be an excellent medium for advertisers. The result from my small ad. was astonishing in the amount of inquiries and orders it brought. I heartily commend it to all.

Truly,

P. A. WEBSTER.

OFFICE OF WM. PARRY,  
FERRY, N. J., AUG. 7, '91.

We consider the "Practical Farmer" one of the best of mediums, and receive better results than from many higher-priced publications.

Respectfully,

WM. PARRY.

OFFICE OF THE HONDURAS CO.,  
CHICAGO, Ill., AUG. 3, '91.

The results of our advertisement in the *Practical Farmer* are very satisfactory to us, and as good as from any other advertising medium that we have used.

Respectfully yours,

E. W. FERRY, Pres't.

OFFICE OF S. L. ALLEN & CO.,  
PHILADELPHIA, Pa., AUG. 3, '91.

We are persistent advertisers in the *Practical Farmer*, and we think that in good evidence that we consider it a paying medium. We are well acquainted with many of your regular correspondents, and we know them to be the best in their line in the country.

Yours very truly,

S. L. ALLEN & CO.

OFFICE OF HOOVER & PROUTY,  
AVERY, Ohio, AUG. 3, '91.

The following is the order in which the different States are represented in our list as kept for the past three months, or since we first used your columns: N. Y., Pa., Ia., Del., Ind., Mich., Fla., N. J., Ind. Ter., Ore., Neb., Wash., So. Dak., Ala., Kans., N. C. and Mo. This, considering the fact that not one half name the paper in which our ad. is seen, is certainly a grand showing for one publication. Twenty-five States in one season. Nothing short of the earth will suit us next year from the "P. F."

Admiringly yours,

HOOVER & PROUTY.

OFFICE OF YORK CHEMICAL WORKS,  
C. H. DEMPWOLF & CO.,  
YORK, Pa., AUG. 3, 1891.

We are entirely satisfied with the results obtained through the ad. in the *Practical Farmer*. Keeping an accurate account of the inquiries and orders received through the agency of the periodicals which we use in advertising our poultry supplies and fertilizers, we are in a position to state that for the money expended with you the *P. F.* stands at the head of the list. We shall continue to advertise with you.

Yours very truly,

C. H. DEMPWOLF & CO.

Remember, these reports are from last season's advertisers. Our subscription list has since doubled, and still we have not advanced our rates.

# ers have to say about The P. F.

OFFICE OF L. C. LOWDEN,  
INDIANAPOLIS, Ind., Aug. 4, '91.

My advertisement of fence machines in your paper has brought me many letters of inquiry, and has been the means of placing my machine in different localities throughout the United States. I consider your paper one of the best paying mediums in the U. S. to reach the agricultural classes, with whom I deal; and as it brings inquiries from all parts of the country, it must have a national circulation.

Respectfully yours,  
L. C. LOWDEN.

OFFICE OF THE EUREKA CARRIAGE CO.,  
ROCK FALLS, Ill., August 3, '91.

We are very much pleased with the advertising you have done for us this year. It has been productive of a great many inquiries leading to sales, and we shall continue to advertise with you in the future.

Yours resp't,  
THE EUREKA CO.

OFFICE OF  
WILDER H. MURRAY MFG. CO.,  
CINCINNATI, Ohio.

We take pleasure in informing you that the Practical Farmer has been a good advertising medium for us. We have used it now for about two years with good results. We consider it one of the best papers we have on our list.

Yours respectfully,  
WILDER H. MURRAY MFG. CO.

OFFICE OF GEO. ERTZEL & CO.,  
QUINCY, Ill., Aug. 3, '91.

We are pleased to state that we have received better results from our advertisement of the "Victor" Hay Press in the "Practical Farmer" than many higher-priced mediums, and as long as you keep the paper up to its present high standard of excellence we shall continue to advertise in it.

Wishing you continued success, we are  
Very truly yours,

GEO. ERTZEL & CO.

OFFICE OF E. W. REID,  
BRIDGEPORT, Ohio, August 10, '91.

It is a pleasure for us to inform you that the business done with you the past season was very satisfactory, much more so than we had expected, owing to the fact that we had never used the P. F., and it was an experiment. For me to tell you that it was second on our large list of papers and magazines "that were traceable," reveals to you the value we must place on the P. F. in the future. We use every method available to trace our business at the end of each season, and to say that we were astonished puts it mildly, for we were not anticipating such results from a publication that we had not used in former years. We trust that our future experience will be as favorable as the past, and that push and pluck will make you progressive.

Yours truly,  
E. W. REID.

OFFICE OF H. F. BATCHELLER & SON,  
ROCK FALLS, Ill., August 3, '91.

We are highly pleased with the returns from our churn advertisement in your paper. We keep a record of all letters received, and all sales made, from papers advertising our churns; our books show more sales from your paper than any other in which we advertise.

Yours,  
H. F. BATCHELLER & SON.

OFFICE OF KEYSTONE MFG. CO.,  
STERLING, Ill., Aug. 3, '91.

We are very much pleased with the results from our advertisement in the Practical Farmer thus far, and expect to continue.

Very truly yours,  
THE KEYSTONE MFG. CO.

OFFICE OF F. TRIFET,  
BOSTON, Mass., Aug. 17, '91.

Last fall we placed an advertisement in 30 publications. It measured 112 lines, and was identically alike in all excepting the initials in our name which were all different, thus enabling us to trace the source of every order received. Taking into account the cost of inserting this advertisement in the various mediums, we find that those received in reply to advertisement in the "Practical Farmer" cost us 21 4-10 cents each, which places the Farmer seventh in rank from the top.

Yours resp't, F. TRIFET.

OFFICE OF I. S. JOHNSON & CO.,  
BOSTON, Mass., Aug. 3, '91.

It is almost impossible for us to tell what papers do us good, or how much good any particular one has done, for the reason we are in so many papers it is utterly impossible to keep a record of them. But we can see no reason why the Practical Farmer, under its present able management and "push," should not be a valuable medium for any one.

Yours very truly,  
I. S. JOHNSON & CO.

OFFICE OF HOBBS' MEDICINE CO.,  
CHICAGO, Ill., Aug. 22, 1891.

It is highly gratifying to us to be able to speak in glowing terms of the Practical Farmer as an advertising medium par excellence, and one deserving the attention of all intelligent advertisers.

Very truly yours,  
HOBBS' MEDICINE CO.

OFFICE OF THE  
PARSONS LOW-DOWN WAGON COMPANY,  
EARLVILLE, N. Y., Aug. 22, 1891.

Our adv. in your paper is perfectly satisfactory to us.

After only two insertions it brought us several orders, and a large quantity of inquiries which promise to yield other orders.

Respectfully  
PARSONS LOW-DOWN WAGON CO.

D. R.

OFFICE OF JAS. MILNE & SON,  
SCOTCH GROVE, Iowa, August 14, '91.

The returns from advertising in the "Practical Farmer" were eminently satisfactory. Wishing you success, we remain  
Yours respectfully,  
JAMES MILNE & SON.

Remember, these reports are from last season's advertisers. Our subscription list has since doubled, and still we have not advanced our rates.

# What 25 more of America's

OFFICE OF D. B. GARVIN & SON,  
WHEELING, W. Va., August 14, '91.

We must say our card in your paper was a good one for us, as it stood second with us as an advertising medium.

D. B. GARVIN & SON.

OFFICE OF  
THE BUCK THORN FENCE CO.,  
TRENTON, N. J., Aug. 15, '91.

A great many of the enquiries resulting from our advertisement last spring made no reference to any paper whatever; but, so far as we can judge, the returns from the *Practical Farmer* were fully equal to those of any other publication we used.

Respectfully yours,  
THE BUCK-THORN FENCE CO.

OFFICE OF PHOENIX NURSERY CO.,  
BLOOMINGTON, Ill., Aug. 13, '91.

We do not know of any paper in our list that has yielded us better returns than the "*Practical Farmer*."

Yours truly,  
PHOENIX NURSERY CO.

OFFICE OF  
THE FARMERS' FRIEND MFG. CO.,  
DAYTON, Ohio, Aug. 13th, '91.

We have no fault to find with the "*Practical Farmer*." The advertisement run last spring was very satisfactory. When we do more work in farm journals you will hear from us.

Yours truly,  
THE FARMERS' FRIEND MFG. CO.

OFFICE OF FRANK W. PARKHURST,  
BOSTON, Mass., Aug. 14, '91.

In looking over my check list of the results of different papers and periodicals which I have occasion to use in advertising, I find that "*The Practical Farmer*" has paid me as well as any upon the list, standing far ahead of the average. I wish there were more papers like it.

Very respectfully yours,  
F. W. PARKHURST.

OFFICE OF G. H. FOUNDER,  
FT. ATKINSON, Wis., Aug. 10, '91.

We keep a sharp lookout after advertisements, and credit all sales to papers where they belong, and on reference to my books I find the *Practical Farmer* is one of the best on my list.

Respectfully yours,  
G. H. FOUNDER.

OFFICE OF J. T. LOVETT & CO.,  
LITTLE SILVER, N. J., August 11, '91.

Of all the mediums used by us there is but one we value more highly for advertising than the *Practical Farmer*.

Yours truly,  
J. T. LOVETT.

OFFICE OF SHERMAN, TANGENBERG & Co.,  
CHICAGO, Ill., Aug. 12, '91.

Returns from our ad. in the *Practical Farmer* have been very satisfactory to us. We consider it one of the best agricultural mediums for our line in the country, and shall shortly renew our advertisement.

Respectfully yours,  
SHERMAN, TANGENBERG & Co.

OFFICE OF C. P. HIRSCHY,  
BERNE, Ind., Aug. 12, '91.

My ad. in the *Practical Farmer* paid me better than any other paper I had the same ad. in.

Yours truly,  
C. P. HIRSCHY.

OFFICE OF THE  
DENVER LAND AND WATER STORAGE CO.,  
DENVER, Col., Aug. 13, 1891.

The results from our advertising in your paper were greater than from that in any other agricultural weekly.

Yours very truly,  
W. E. ALEXANDER, Gen'l Mgr.

OFFICE OF H. S. HARDISON & Co.,  
CARIBOU, Me., Aug. 10, '91.

We are satisfied that the ad. we placed in the *Practical Farmer* was a paying investment for us, and have no doubt but what if we had occupied more space, our returns would have been greater.

H. S. HARDISON & Co.

OFFICE OF PACKARD ORGAN CO.,  
FORT WAYNE, Ind., August 5, '91.

Our advertisement in *Practical Farmer* has brought us many applications from various States. We consider it a good medium.

Yours truly,  
FORT WAYNE ORGAN CO.

OFFICE OF  
PEOPLE'S TEA, SPICE AND BAKING POWDER  
COMPANY, 37 PIKE STREET,  
CINCINNATI, Aug. 20, 1891.

The returns have been the best for the money of any paper we have ever been in.

Yours, etc.,  
W. W. THOMAS.

OFFICE OF W. S. POWELL & Co.,  
BALTIMORE, Md., Aug. 10, '91.

It is a pleasure to us to state that, since the *Farmer* has been in the present progressive hands, we have noticed a great difference in the results of our advertising in its columns. The paper in itself is so good, and the class of its readers we hear from are so intelligent and progressive, that we look upon it now as one of the mediums which we should take regularly for our advertising.

Yours truly,  
W. S. POWELL & Co.

Remember, these reports are from last season's advertisers. Our subscription list has since doubled, and still we have not advanced our rates.

# Best Advertisers have to say:

OFFICE OF WM. STAHL,  
QUINCY, ILL., AUG. 5, '91.

Your paper has paid me fully as well, if not better results, than those obtained from the average agricultural papers. From the fact that I expect to place my advertisement in your paper the coming season should be proof enough that I have confidence in your paper and its results.

Respectfully yours, WM. STAHL.

THE GREAT DIVIDE,  
DENVER, COLORADO, AUG. 30, 1891.

The Practical Farmer was perfectly satisfactory, and the results from the same, comparing with other agricultural journals in which we inserted our adv., prompts us to say that the Practical Farmer stands at the top of the list. Yours truly,

THE GREAT DIVIDE PUBLISHING CO.

OFFICES OF  
CASH BUYERS' UNION (Incorporated),  
338 to 336 DEARBORN ST.,  
CHICAGO, AUG. 30, 1891.

We keep an accurate record of all our advertising, and by referring to same are pleased to note that the returns from the Practical Farmer are 40 per cent better than the average.

We are of the opinion that the rates of agricultural papers generally are too high in proportion to their circulation. There are a few notable exceptions, and the Practical Farmer is one of these few. Could we say more?

Very truly yours,

CASH BUYERS' UNION,  
F. A. MEIDINGER, Sec'y.

OFFICE OF LEWIS ROESCH,  
FREDONIA, N. Y., AUGUST 17, '91.

Allow me to congratulate you upon your success in making the "Practical Farmer" the excellent advertising medium it has become. Some years ago I carried the Farmer on my list for two seasons, and dropped it again. Last winter I was again induced to give it another trial, with most satisfactory results. You will receive another order from me very soon.

Yours truly,

L. ROESCH.

OFFICE OF SLATMAKER & SON,  
DOVER AND CAMDEN, DEL., AUGUST 5, '91.

We were very much pleased with the results of our advt., and consider the Farmer one of the very best of our adv. mediums; expect to use it again when the adv. season comes.

SLATMAKER & SON.

OFFICE OF  
GEORGIA-ALABAMA INVESTMENT &  
DEVELOPMENT CO.,  
BOSTON, AUG. 18, '91.

The ink used in the Practical Farmer brought as good results as any paper of the same circulation reaching the same class of subscribers. We are satisfied.

Yours very truly,

JAS. HYATT, Treas.

OFFICE OF SCOTT & BOWNE,  
NEW YORK, AUG. 18th, '91.

We have always considered your paper as one of the best mediums to reach the agricultural districts and expect to continue our advertising with you.

Very truly yours,

SCOTT & BOWNE.

OFFICE OF  
FOSTER BUGGY & CART CO.,  
CINCINNATI, O., AUG. 17th, '91.

Our business relations with you for the past years have been so satisfactory that we wish to mention it and compliment you on the good results.

Our advertisements have been in good shape and well placed; and the service you have given us has been the best.

Very truly yours,

THE FOSTER BUGGY & CART CO.

OFFICE OF THE ORRVILLE MACHINE CO.,  
ORRVILLE, OHIO, AUGUST 17, '91.

Our little ad. we had in your paper has done us more good than in any other paper we have advertised this year.

Yours very respectfully,

WM. M. KOFFER, Sup't.

OFFICE OF J. I. CASE T. M. CO.,  
RACINE, WIS., AUGUST 18, '91.

We have always been partial to the Practical Farmer in reaching the better class of the farming community. Our yearly ad. with the Farmer Co., we think, will bear us out in this statement.

Yours truly,

J. I. CASE T. M. CO.

OFFICE OF AMERICAN MFG. CO.,  
WAYNESBORO, PA., AUGUST 17th, '91.

We are well pleased with the results of our ad. in The P. F. We sold an evaporator to a party almost within hearing of our whistle, who quoted ad. seen in P. F., within a day after first issue of paper with our ad.

AMERICAN MFG. CO.

Remember, these reports are from last season's advertisers. Our subscription list has since doubled, and still we have not advanced our rates.

If necessary, we could fill four more pages of this issue of PRINTERS' INK with letters of a similar character.

Is there another weekly in America, of any class, with one half the P. F.'s push and pluck that only asks 25 cents per line for a one-time order, or that would not have increased their advertising rates after more than doubling their circulation in less than one year?

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**1 inch 52 times costs only \$136 50**  
**2 inches 52 times costs only 273 00**  
**3 inches 52 times costs only 409 50**  
**4 inches 52 times costs only 546 00**

*With every 52-time contract we will give a written guarantee to prove BY POST-OFFICE RECEIPTS that the advertisement will appear in 1,500,000 papers; we expect to print 2,500,000, but cheerfully guarantee 1,500,000. Kindly figure this up, and in what first-class publication, bar none, can you secure such a guaranteed circulation.*

### P. F. Advertising Atoms.

Only one rate to all, and that the lowest.

We would be pleased to have your order direct, or through any responsible agency; either way it will receive our best attention.

Our Midsummer Special, July 18th, carried over 6,000 lines of star advertising.

One of our August issues carried so much business that a number of advertisements had to be omitted for want of room. If we do this in the dog-days, it is a sure thing we will be crowded next winter.

The P. F. carries more half page and page ads. than all the other agricultural weeklies combined.

Early orders solicited.

Preferred position will cost you 25 per cent extra.

Fake ads. never pay in the P. F., and are not desired; but anything from a twine binder to a hand weeder, from a carriage to a wheelbarrow, from shoes to bonnets, from silks to calicoes, will produce astonishing results.

A 50-line 20-time ad. of dress hooks and eyes has just been renewed for the third time, making 60 weeks without an omission. A 5,000-line contract with a dry goods house on expiration was immediately renewed for 5,000 more. How is that for an agricultural weekly?

The P. F. readers are as intelligent a class as can be found anywhere; NINETY PER CENT ARE MAIL ORDER BUYERS.

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**Have you read the preceding five pages?**

## Miscellanies.



## BURNING QUESTIONS OF THE DAY.

Assistant: I see the *Morning Nerve* has an editorial called "Did Patrick Henry Smoke?"

Editor—Well, you write one for our to-morrow's edition, and call it, "Would Washington Have Made a Good Tennis Player?" We've got to keep our end up, somehow!—*Judge*.

"First impressions are not always correct," said the printer, as he yanked a section of type out of the galley he proved.—*New York Morning Journal*.

"I saw a good thing on the summer girl the other day," said the horse editor.

"What was it?"

"A bathing suit."—*Wilkesbarre Record*.

Bitter.—"It was a terrible disappointment for an advertising man. Poor Brace! It seems as if his cup was overflowing with gall."

"Yes, he always had plenty."—*Puck*.

First Editor—What's your definition of news?

Second Editor—News is the sort of thing our rival across the way habitually doesn't print.—*Somerville Journal*.

Private Executions.—Great Editor: Send a man to that execution to-morrow, and tell him to keep it down to two columns.

City Editor—No reporters are to be admitted.

Great Editor—That's so! Tell him to make it five columns.—*New York Weekly*.

The tired newspaper man finds rest and quiet these hot days perusing the summer resort guides that float into the sanctum on the wings of the torrid breeze. He extracts about the same amount of comfort from them as did the poor devil who ran out of coal one cold winter's night—painted his stove red and turned his imagination loose.—*Wilkesbarre Record*.

Visitor—I understand that you want some painting done.

Editor—Yes; I wish a sign painted at the foot of the stairs. It is for poets to read after I fire them out; and as they generally alight on their heads you had better paint it like this:

WOOD EHL NVTS L.NOD

—Truth.

Amateur Humorist—Good morning. I have brought you several jokes for your consideration.

Editor (after looking at MSS.)—My young friend, this is no joking matter.—*Judge*.

Wooden—I tell you the *Daily Key-hole* is an enterprising paper.

Bullfinch—What's it done now?

Wooden—Why, it's got seventeen photographs to-day of people that used to know neighbors of Almy's grandmother.—*Boston Courier*.

Clothier—I'm going to distribute ten thousand sheets of blotting paper with my advertisement on "All Wool Trousers for \$2.00" in big letters. Aint' that a good idea?

Printer—I don't think it is. Folks might take the blotting paper for a sample of the goods.—*Smith, Gray & Co's Monthly*.

Had them in Stock.—Would-be-Contributor (to editor): What do you pay for those little cards of regret you inclose with rejected contributions?

Editor—They cost us about three dollars a thousand.

Would-be-Contributor—I'll let you have a thousand cheaper than that.—*Puck*.

An inquiry has been sent to authorities throughout the country, including the *Journal*, to ascertain how the word "advertisement" is pronounced by those who ought to know, with a view to publishing the result in a literary periodical. Without attempting to be dictatorial we unqualifiedly state "advertisement" is pronounced "success" when properly placed.—*Jamestown (N.Y.) Journal*.

Journalistic Item.—A young man of ability but not of much means was talking about starting a new paper and was telling a friend about it.

"You can borrow \$50 and start a new paper," said the friend, encouragingly.

"You darned fool!" replied the would-be journalist; "if I could borrow \$50 what would I want to start a paper for. I want to start a paper so I can borrow the \$50."—*Texas Siftings*.

Valuable Experience.—"Have you an opening on your staff, sir?" asked a man as he entered an editor's office.

"What department would you like to work in?"

"I think I could make a great success of the 'Answers to Correspondents.'"

"Have you ever conducted such a department?"

"No, sir."

"Then on what do you base your belief that you could do that sort of work?"

"I have spent several months in answering the questions of a four-year-old boy."

"I think you'll do."—*Harper's Bazar*.

Ye Enterprising Artists.—Artist: You print pictures of public men and events in your Sunday edition, I believe.

Great Editor—Yes, indeed; all we can get.

Artist—I have here a number of pictures of Mr. Blaine at Bar Harbor. This one represents him in an invalid's chair surrounded by doctors. In this one he is tottering along leaning heavily on his attendants, and in this—

Great Editor—But, sir, we are in favor of Mr. Blaine for President.

Artist—Oh! Well, here is another set representing him knocking down an ox with his fist, pulling up trees by the roots, and playing jackstones with ten-ton rocks.—*New York Weekly*.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., PUBLISHERS.

Office: No. 10 Spruce St., New York.

Issued every Wednesday. Subscription Price: Two dollars a year in advance; single copies Five Cents. No back numbers. Wholesale price, Three Dollars a hundred.

ADVERTISEMENTS, agate measure, 50 cents a line; \$100 a page; one-half page, \$50; one-fourth page, \$25. Twenty-five per cent. additional for special positions—when granted. First or Last Page, \$200. Special Notices, Wants or For Sale, two lines or more, 50 cents a line. Advertisers are recommended to furnish new copy for every issue. Advertisements must be handed in one week before the day of publication.

JOHN IRVING ROWER, EDITOR.

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NEW YORK, SEPTEMBER 16, 1891.

For the week ending September 9, 391 new names were added to the mailing list of PRINTERS' INK.

ON another page is printed a communication from the proprietor of a daily newspaper who wants a rate card prepared for advertising in his own paper. He evidently has something to sell that in his opinion costs nothing and is worth nothing; he is naturally at a loss, therefore, to know what to charge applicants who are foolish enough to wish to buy.

WHEN PRINTERS' INK was first established its advertising rates were \$10 a page. Later the price was advanced to \$15 a page. Still later, in order to keep the advertising space within narrow limits, the rate was placed at \$25 a page, and with the same object in view a little later \$50 a page was the price fixed. In January last the price was advanced to \$100 a page.

For the ten days ending August 26th, 679 new names were added to the mailing list of PRINTERS' INK. The average issue for the year preceding August 26th had been 28,798 copies weekly. For the six months last preceding August 26th the average edition had been 31,278 copies. The issue for September 2d, 1891, was 36,750 copies.

We will now receive orders for advertisements at the present rate, to be inserted on any fixed date, either this year or next year. The present rate is \$100 a page, 50 cents a line.

For inserting one page for the next

twelve weeks the price will be \$1,200. For inserting one page once a month for the next twelve months the price will be \$1,200.

For inserting a quarter page one time the price is \$25. For inserting a quarter page in the next twenty issues the price will be \$500, or \$1,300 for the next fifty-two issues. A quarter page can be inserted once a month for twelve months for \$300, and the same can be inserted once a month for five years, if ordered now, for \$1,500.

Two lines cost \$52 a year; eight lines cost \$208 a year.

It is the intention to restrict advertising pages to very small space, and whenever any tendency towards overcrowding shall appear the advertising rates will be advanced.

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WHAT is meant by judicious advertising is to tell the story you have to tell to the largest number of the right sort of people in the way best calculated to produce the effect you desire to produce and at the smallest cost. First of all, it is necessary to secure a well-worded advertisement, effectively displayed—yet with many advertisers this is the last point considered.

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By the new method of rating newspaper circulations in the next issue of the American Newspaper Directory it would appear that in the absence of further information only 3,296 of the 19,373 newspapers whose names appear in the last issue of the Directory will be entitled to position in classes rated as issuing more than 2,250 copies regularly, and that of the 16,077 other papers 2,865 are entitled to be classed as issuing more than 100 copies regularly, 8,640 as issuing more than 400 copies and 4,572 as issuing more than 800 copies each issue. By the new plan the highest rating given is 75,000 copies.

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THE New York *Journalist* devotes its leading editorial of over a column in a recent issue to discussing the phenomenal success of PRINTERS' INK, which it acknowledges to be "an interesting publication." Inasmuch as the *Journalist* knows of some persons who receive more than one copy of the "little schoolmaster in the art of advertising," it thinks its circulation must be inflated. This is true, for there are cases of this kind: Mr. Artemas Ward, of Sapolio, insists upon having one



sent to his office and one to his house address; Messrs. N. W. Ayer & Son cannot be contented with less than six copies; the National Cash Register Co. pays for one to be sent each to its president, secretary, manager, advertising manager and printing office foreman; on the day the *Journalist* notice came out an order was received for eighteen copies to be sent to one address. It is hardly reasonable to suppose that any of these individuals does this with the idea of cornering our circulation. They find it very hard to get enough of a good thing, particularly when it is put up in such small and attractive packages.

SOME of the large retailers have adopted a distinctive style of typography in connection with their advertisements in the daily papers, to which they adhere so persistently that even the lay reader comes to know by a glance at the sheet just which is Messrs. So-and-So's announcement. To these advertisers such distinction appears to have all the value of preferred position, and more, too, when the character of their advertisements is considered. They announce from day to day bargains in special lines of goods—one thing to-day, something wholly different to-morrow. Thrifty housewives get in the custom of looking through the paper to see what is being offered on each particular day, and the easier it is made for them to find the advertisement of a certain store the greater the chances of ultimate dealing with that store. The result of the use of a distinctive style—where the subject itself is of interest—is to cause women to look for the advertisement as regularly as they do for the "deaths" and the weather forecast.

Among the retailers in New York the firm of Lord & Taylor is one of the most conspicuous users of a distinctive

style. Messrs. Stern Brothers have lately followed suit, and the reproduction in smaller size on this page of a well-constructed, well-displayed advertisement shows the scope of their efforts. Of course, in order to be able to put out this kind of advertisements one must be willing to go to a little extra expense. The advertisement must be set in some first-class job office and sent to the paper in the form of an electrotype. Naturally this requires also a little extra time. In some large retail establishments the advertisements are gotten up with almost as much hurry as the news portion of a paper, the goods selected to be specially pushed being chosen with reference to certain conditions. But where it is possible to expend the extra time and money, it would seem that the improved results justify the outlay.

It is no new or disputed idea that there is much room for improvement in the advertising done by the large retailers of our principal cities. New York, with the greatest number of papers having big circulations and the center of the advertising business, is a fair sample of conditions which prevail in other large cities. A few of the retail houses which make newspaper advertising a special branch of their business give the subject the careful atten-

## Stern Brothers' New Paris Corset

is without exception the most PERFECT FITTING now sold. It combines all the best points of the highest grade of French Corsets affording PERFECT COMFORT to the wearer and adding symmetry to the form.

### The Classique,

to be had in FIFTEEN FORMS, enabling us to fit the most difficult figure, and of the following materials: Coutille, Wool, Satin, Brocade and Granite Silk.

## West 23d Street, N. Y.

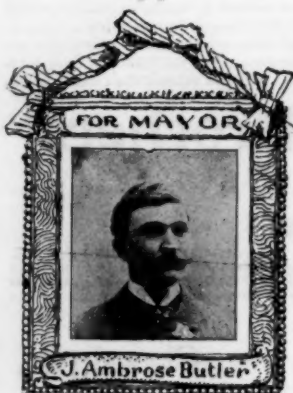
tion it deserves. The others handle it as they do any ordinary department where nothing more than mechanical skill is required. There is no question but that even this kind of advertising pays them well. It is only a question of whether it might not be made to pay them better,

## THE REVIEWER.

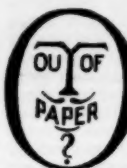
Of late more attractive novelties in the way of circulars have come to my notice than anything I have seen in the newspaper advertising line. I dislike to believe either that more ingenuity is being applied in this direction than in newspaper advertising or that the field offers a wider scope for originality. Perhaps the true explanation of the case is that the man who uses circulars realizes that he must make some extraordinary effort in order to escape the waste-basket, while the man who goes into the regular newspapers relies a little too much upon their prestige and fails to exercise his wits as much as he should.

A card received from a Detroit house has four little wooden pegs, such as shoemakers use, stuck in one corner. Beneath is this legend:

We still keep right on pegging  
With all our might and main,  
To make you fully realize  
That our goods would be your gain.



For this suggestive portrait of Mr. J. Ambrose Butler, of the Buffalo News, I am indebted to a bright journalistic youngster called the Club. It is not, as might be inferred, a periodical devoted to the interests of policemen, but endeavors to afford innocent amusement to frequenters of clubs throughout the country. Its proprietors are Messrs. A. Frank Richardson and H. C. Brown, and their first issue does them much credit.



nothing could be devised that would prove more effective and would drive home with greater force the question that is the key to the whole advertisement.

The prophet of Sapolio, Mr. Artemas Ward, is at his desk again, looking several pounds heavier for his sojourn abroad. He tells me that he spent most of his time in London and its suburbs, and although his was nominally a pleasure trip, I venture to say that he is too much of a business man to have altogether overlooked "the main chance"; so we may expect to see the advertisement of his little cake of scouring soap grow even brighter as the result of his transatlantic cogitations.

I spoke some time ago about a clever advertisement of an educational institution. A cheaply printed pamphlet reached me the other day which also advertises a school, but which looked as though it might emanate from some fake "medical company." I reproduce the cover page by way of contrast:

## LOTS OF NOISE



## BUT NO WOOL.

Woolen—How you are. How you are? I begone and take wool to them. MANAGER OF CHEAP WOOLLEN BROWNS—How you are? How you are? (Sings) and take woolen education to them. The business education secured at cheap normal schools makes no greater responsibility to actual education as provided in the back, covering names, railroad rates and navigable establishments, than does the education in wool.

The idea of talking about a "Cheap John Education" and comparing it with

"Cheap John Clothing" strikes one as in singularly bad taste, and is not likely to inspire respect for the advertiser who uses such forms in addressing the public. People feel in regard to schools much as they do in regard to churches; they must have respect for them before they can place confidence in them. Such a drawing as is shown above reduces the advertiser at once to the Bowery plane.

# CIRCULATION RATINGS.

OFFICE OF THE MT. KISCO RECORDER, {  
MT. KISCO, N. Y., Sept. 5, 1891. }

Messrs. Geo. P. Rowell & Co.:

I notice by the sample copy of PRINTERS' INK, which I received the other day, that you are going to adopt a new plan of rating for newspapers in the next edition of the American Newspaper Directory.

As I expect to send you an affidavit of the circulation of the Recorder, and also, perhaps, send you a small advertisement, I may be privileged to offer a suggestion, or may be to mildly criticize the proposed plan. In the key K will mean exceeding 400, J exceeding 800, and then you jump to H, exceeding 2,250. Now, that, in my opinion, is too big a jump. I think there are more papers in the United States between 800 and 2,250 than there are of any other two classes put together, and these papers ought to have a distinctive letter. Of course, your plan to put the sworn figures of circulation with the key letter will have a good effect, but it is open to the objection that it still leaves the letter rating the same.

Now, the Recorder has a circulation of a little over 1,400 copies a week, yet I would be rated J, same as a paper with only 800 copies, or a little over one-half. I would suggest this:

Not exceeding 400 .....	K
Between 400 and 650 .....	K 1
" 650 and 900 .....	J
" 900 and 1,200 .....	J 1
" 1,200 and 1,500 .....	J 2
" 1,500 and 2,000 .....	H
" 2,000 and 2,300 .....	H 1

etc., etc.

This would put me in the 1,500 list, where I think I properly belong. It would not be fair to class me in the 800 list, nor yet in the 1,000's or 1,200's.

My circulation is the result of a large investment of capital in material, a great deal of energy, and lots of hard work. I ought certainly to be credited with the full amount of circulation as a result.

There are a number of papers in this county that have not got the circulations they claim, and they will not swear to them; but I can and will swear to the circulation of the Recorder, and stand ready to prove it. Still, I don't like to see all these other papers claiming what they dare not swear to, and thus, by contrast, belittling the actual circulation of a paper whose editor has the figures to back up an affidavit.

Yours truly,

F. DROMGOOLE.

P. S.—As I shall take a copy of the 1892 Directory, can you not put me on your list for the PRINTERS' INK?

The total number of publishers who claim to issue more than 2,250 copies regularly does not exceed 3,000.

There are more than 10,000 publica-

tions that do not claim to issue so many as 800 copies regularly.

It is probable that there are 6,000 papers belonging in the class which will be rated J in the next issue of the American Newspaper Directory; that is, that issue more than 800 and less than 2,250 copies regularly. It is among the J class that most of the misrepresentation about circulation is done.

The plan which Mr. Dromgoole recommends is precisely the one that is being abandoned, because, after years of experience, it has not been found to work well.

It will do the Mt. Kisco Recorder no harm to be classed (where it belongs) among the papers issuing more than 800 and (probably) less than 2,250. But it will do it some good to have the Arabic figures (1,400) follow the classification (J) rating, thus: "J 1,400." This rating can be secured by sending a statement of actual issues for three months. But how much better it would be for the Recorder to send a statement of actual issues for a full year, and thus secure a rating like this: "J 1,421—actual average for year past."

With either of these ratings the publisher of the Recorder can proudly direct all interested persons to the fact that the Directory will guarantee the accuracy of the rating by a forfeit of \$100 to any pressman, office boy or other person who is able to prove that it is not a true rating.

The small number of publishers (only one in nineteen) who have heretofore been willing to report their actual issues for a period of three months shows that those who do tell, tell the truth. Those who would not tell the truth are somewhat deterred, perhaps, by an unwillingness to join the slowly growing list of papers detected and exposed as circulation liars. In the four years that have passed since the reward was offered only two papers have been convicted of imposing upon the Directory by an untruthful report. These two are the Waukegan (Ill.) Gazette and the Madison (Wis.) Scandinavian Tribune. The Prospect (Ohio) Advance is now said to be likely to secure a position in the list.

Mr. Dromgoole should bear in mind that the publishers of the Directory don't care for his affidavit—his statement of actual issues, with dates and signatures, will be quite enough. They are afraid of affidavits. They would, however, be very glad indeed to receive

the promised advertisement, for without the advertising pages the book would be less than perfect.

### IS IT A GOOD ADVERTISEMENT?

We have here reproduced a conspicuous advertisement that is appearing in expensive positions in very high-



CORES AND EFFECT.

To get rid of

**That  
Uneasy  
Feeling**

Which we call Pain,  
always use

**Perry Davis'  
PAIN KILLER.**

Sold the world over.

It Kills Pain

priced papers. It is the advertisement of a successful house—one that has made a fortune out of advertising.

The questions which PRINTERS' INK wishes to have considered are: Is this a good advertisement, or is it a poor one? If it is good, what are the qualities about it that make it good? If it is bad, what are the qualities to which exception is to be taken?

Correspondence on this subject is solicited for publication.

### A DETAILED STATEMENT ENOUGH.

A prominent newspaper business manager used these forcible words, in St. Paul, Minn., in speaking of newspaper circulation: "An honest man's word, concerning his circulation, equals his sworn affidavit. No oath can make truth of a lie."—*Lima (O.) Times*.

### FOR SALE.

Advertisements under this head 30 cents a line

**MINIATURE DYNAMOS** for premiums. EMPIRE PUB. CO., 28 Reade St., N. Y.

**FOR SALE**—The house 112 Kosciuszko St., Brooklyn, 15x100. Price, \$4,000. Apply to owner, GEO. P. BOWELL, 10 Spruce St., N. Y.

**FOR SALE**—Web Press, six or seven column, folio or quarto, because of consolidation. Also 30 rolls six-column quarto paper. BEACON Office, Akron, Ohio.

**FOR SALE**—An old established, well equipped Press Room. Twenty-four presses in good running order. Easy terms. Address "W. I. W.," care PRINTERS' INK, N. Y.

**N. E. IOWA WEEKLY**, circulation 600, job and news plant above the average; beautiful town; rich dairy country; no competition; \$2,500; terms and information care PRINTERS' INK, "IOWA."

**IF YOU WANT TO SELL** your Newspaper or Job Office, a Press, or a Font of Type, tell the story in twenty-three words and send it, with two dollars, to the office of PRINTERS' INK. If you will sell cheap enough, a single insertion of the announcement will generally secure a customer.

**FOR SALE**—Hoe type-revolving Web Press, four pages, 7 cols., complete outfit, first-class condition; just the press for 1c. paper with growing circulation. Owners intend to enlarge to 8 pages, and will sell at price of ordinary cylinder, if applied for at once. BABCOCK P. P. MFG CO., New London, Conn.

**A RARE BARGAIN**.—For sale—\$2,200 cash will buy the job printing department connected with the WESTERLY DAILY TRIBUNE Plant, 230 Main street, Westerly, R. I. The man who makes this purchase can be assured of a steady and increasing patronage. Plant includes a fine assortment of type and materials, 3 job presses and a new \$1.00 Cottrell cylinder press. Call, inspect and be convinced that this is a great bargain. Reason for selling: the newspaper requires undivided attention of proprietor, FRANK H. CAMPBELL, Westerly, R. I.

### WANTS.

Advertisements under this head 50 cents a line

**WANTED**—Experienced Job and Advertising Solicitor; abstainer. Address, stating wages, Box 38, Renova, Pa.

**EXPERIENCED MAN** will represent a Western paper in the East for Ten Dollars a week. "THOROUGH," PRINTERS' INK.

**WANTED TO PURCHASE**—A well-established, paying weekly newspaper. Address, with particulars, Box 744, Biddeford, Me.

**WANTED**—A CYLINDER PRESS, in first-class order for newspaper and book work. State size, price and particulars. FOWLRY NEWS, Kennett Square, Pa.

**DIRECTORY PUBLISHERS** please send circulars and price-list of your Directories to U. S. ADDRESS CO., 1. Box 1407, Bradford, McKean Co., Pa.

**CANVASSERS** wanted to secure subscriptions for PRINTERS' INK. Liberal terms allowed. Address Publishers of PRINTERS' INK, 10 Spruce St., New York.

**WANTED**—An experienced man to take charge of advertising department of two leading class journals. State salary required and references. "W.," PRINTERS' INK.

**AN EXPERIENCED ADVERTISING SOLICITOR** wanted by a national weekly magazine of established reputation. Will pay both salary and commission to the right man. Call between 9 and 10 A. M., on A. L. LEUBUSCHER, 7 Clinton Place, N. Y. City.

**EVERY ISSUE OF PRINTERS' INK** is religiously read by many thousand newspaper men and printers, as well as by advertisers. If you want to buy a paper or to get a situation as editor, the thing to do is to announce your desire in a want advertisement. Any story that can be told in twenty-three words can be inserted for two dollars. As a rule, one insertion can be relied upon to do the business.

**BEATTY** Organs \$35 up. Catalogue FREE. Dan'l F. Beatty, Wash'ton, N. J.

**WOOD ENGRAVING. PETRI & PELS**  
CATALOGUE 1911 NEW YORK

**LETTERS** to let. Good ones. J. H. Goodwin, 1215 E'way, N. Y.

**WHENEVER** an advertiser does business with our Advertising Agency to the amount of \$10, he will be allowed a discount sufficient to pay for a year's subscription to **PRINTERS' INK**. Address: GEO. P. ROWELL & CO., Newspaper Advertising Agents, No. 10 Spruce St., New York.

**Dodd's Advertising Agency, Boston.**  
265 Washington Street.

**Send for Estimate.**

**RELIABLE DEALING. CAREFUL SERVICE.**  
**NO LOW ESTIMATES.**

**TO EVERY PERSON** who will procure five cash subscriptions to **PRINTERS' INK**, we will send the paper for one year gratis and a cloth-bound copy of our "Book for Advertisers;" for ten cash subscriptions, a copy of the American Newspaper Directory will be given as an additional premium. Address GEO. P. ROWELL & CO., Publishers, 10 Spruce St., New York.

## PRESSWORK.

**Large Runs Solicited.**  
**Facilities 300 Reams Daily.**

**GIBB BROS. & MORAN,**

**PRINTERS,**

**45-51 Rose Street, - New York.**

**COMPOSITION—ELECTROTYPING—BINDING.**

**\$1.00** Portraits—Made to order from Photos. Cheapest newspaper cuts made. Send for proofs. **CENTRAL PRESS ASSOCIATION**, Columbus, O.

**THIS PAPER** does not insert any advertisement as reading matter. Everything that does appear as reading matter is inserted free. The Special Notices are the nearest to reading matter that can be bought. The Special Notices are nearly as interesting as reading matter. The cost is 50 cents a line each issue for two lines or more.

## LAND

**Companies, Boards of Trade.**

Chambers of Commerce, Commercial Clubs, individuals, who desire to secure immigration, manufacturing, capital, or having land for sale and who may wish to advertise at a moderate cost, in a most profitable section, will do well to correspond with me.

**B. L. CRANS, 10 Spruce St., New York.**

## PRESSWORK.

**Long or Short Runs Solicited.**

**Presses Running Night & Day.**

**Facilities 900 Reams Daily.**

**SCOTT & MAY,**

**Printers, 15 Spruce St., New York.**

**Composition, Electrotyping,  
Binding, Mailing.**

## Results Are Surprising.

Adopting our suggestion, **THE P. J. SORG CO.** painted **SPEAR HEAD** tobacco through the northern half of Michigan, and watched the results.

Increase in sales was so surprisingly in excess of all other sections that they at once contracted with us for painting the entire northwest.

Our signs are not only well painted but are located where they'll be seen.

**THE R. J. GUNNING CO.,**

**297 Dearborn St., Chicago.**

**Lawyers Live Well and Have Money.**

## The National Reporter System

(St. Paul, Minn.) furnishes Lawyers Authorities, so must be read.

**30,000** each week (magazines). (See Rowell's Directory & preferred lists.)

The largest Law Circulation in the world.

Each copy in use 17 weeks (average).

**S. C. WILLIAMS, Mgr., 42 Tribune Bg., N. Y.**

# Canada's Crop

of wheat will give **Thirty-three Million Bushels of a Surplus** for export, according to the latest official estimate.

This should be the season to place your goods on the Canadian market, when times are good and money will be plentiful.

Reach every class of Canadians, and "Cover Canada Completely from Coast to Coast" with judgment and economy, by advertising in

## "Preferred Canadian Papers."

**New York Office, 105 Times Building.**

**ROY V. SOMERVILLE, Special Agent for U. S. Advertising.**

**CLASS PAPERS.** Trade Papers. Complete lists of all devoted to any of the various trades, professions, societies, etc., may be found in Geo. P. Rowell & Co's "Book for Advertisers," which is sent by mail to any address on receipt of one dollar. Apply to GEO. P. ROWELL & CO., Publishers, 10 Spruce St., New York.



### Study Law At Home.

Take a course in the Sprague Correspondence School of Law. Send ten cents (stamps) for particulars to

W. C. Sprague, L.L.B.,  
312 Whitney Block,  
Detroit, Mich.

## I Don't

place advertising. I don't take commissions—simply prepare the advertising matter. Customers from Maine to California—mostly large advertisers. SEND 10c. for my book "Ideal Advertising"—full details.

A. L. TEELE, ADVERTISING SPECIALIST,  
55 West 33rd St., N. Y. City.

**THE PRICE** of the American Newspaper Directory is Five Dollars, and the purchase of the book carries with it a paid subscription to **PRINTERS' INK** for one year. Address: GEO. P. ROWELL & CO., Publishers, No. 10 Spruce St., New York.

## WOMAN'S ILLUSTRATED WORLD.

Published Weekly, at  
No. 10 W. 23d St., New York City.

### A LADY'S HOME JOURNAL.

R. E. AVERY, Publisher.

Subscription, \$2.50 per Annum.

The latest fashion designs, with full descriptions. The various departments, Literature, Art, Home Decoration, Science, Practical Hints in Housekeeping, etc., are full and complete, and edited by recognized authorities.

**CLEAN LIGHT**

**FOR LETTER FILES AND TRAY CASES**

**STRONG CHEAP**

**QUALITY 50 CASES EACH 15" HIGH 12" WIDE**

**PRICE \$10.00**

ST. LOUIS WIRE RACK CO. ST. LOUIS, MO.

SEND FOR CIRCULAR AND TESTIMONIALS.

**\$30.00 Per Day** our agents make taking advertisements from leading firms for our "Guest Call," which is put into hotels **FREE**. Write for an agency. You don't need experience to make big money working for the **RANSOM ELECTRIC GUEST CALL COMPANY**, Minneapolis, Minnesota.

**AMERICAN** Newspapers printed in foreign languages. Complete lists of German, Scandinavian, French, Spanish, or Portuguese newspapers in the United States, or all those printed in any language other than English, may be found in Geo. P. Rowell & Co's "Book for Advertisers," which is sent by mail to any address for one dollar. Apply to GEO. P. ROWELL & CO., Publishers, 10 Spruce St., New York.

# VICTOR'S

## MAKE THE PACE

HIGHEST CATALOGUE FREE

**OVERMAN WHEEL CO., MAKERS,**  
CHICOPÉE FALLS, MASS.  
BOSTON WASHINGTON DENVER SAN FRANCISCO

A. G. SPALDING & BROS., Special Agents,  
Chicago, New York and Philadelphia.

**41,588,584**

## Circulation

In six months, July 1st to Dec. 31st, 1890, was given by our agency to the 3½-inch advertisements of

## Scott's Emulsion of Cod Liver Oil

in Home Print country weeklies.  
We believe an investigation would satisfy many advertisers that they could use the Home Print weeklies to advantage.

**Our Catalogue** of this class of papers, Second Edition for 1891, will be sent to any advertiser on application, and our method of work fully explained.

**NELSON CHESMAN & CO.**

ESTABLISHED 1874 INCORPORATED 1888

**Newspaper Advertising Agents**

**BUSINESS OFFICE, 1127 PINE ST., ST. LOUIS.**  
S. W. BRANCH, Home Insurance Bldg., CHICAGO.  
EASTERN BRANCH, 54 Beekman St., NEW YORK.

## DOES IT PAY

to spend hundreds of dollars for space in the newspapers and then handicap your chance of making the expenditure profitable by using a poor advertisement?

We prepare advertisements, furnish wood-cuts, illustrations, and photo-engravings where desired, and supply our customer with an electrotype of the entire advertisement at a charge which is reasonable for the work we do.

GEO. P. ROWELL & CO., NEW YORK.



## PRINTERS !

Save your money by buying ink from a house that works on a one-price system, allowing no discounts, except for cash.

All their inks are guaranteed to be satisfactory, and if not found as represented, they may be returned. They want no poor goods on the market, as their reputation is too valuable.

Specimen Book and Price List sent on application. Address

**W. D. Wilson Printing Ink Co.**  
(Limited),

140 William St., N. Y.

PRINTERS' INK is printed with WILSON'S INK.

If you use a part of your

### **Appropriation**

in placing an advertisement in  
MODES AND FABRICS

### **This Fall,**

it will give you a front seat  
in your line of business.

### **For an Effective**

statement put before the public  
in this medium will ensure  
you returns for carrying on the

### **Campaign.**

We can *guarantee* a circulation  
of over

**100,020**

copies per month. The times  
are ripe for business, and

### **Shots**

fired now are the things that  
tell. For rates, address

MODES AND FABRICS PUB. CO.,  
550 Pearl St., New York.

With the re-opening of the  
academies and colleges, it is just as  
well to remember that

### **THE NEW YORK LEDGER**

is prominent in the minds of their  
students, on account of its series of

#### **TWELVE ARTICLES**

BY

#### **TWELVE COLLEGE PRESIDENTS,**

including Harvard, Princeton, Yale  
and Columbia. The *Ledger* will  
soon run a series on the American  
School at Athens. It furthermore  
makes a specialty of educational  
and school topics, and this fact is  
one of many making it a favorite  
among intelligent and industrious  
families.





### If you wish

to secure a full season's business, do not miss the October issues of

## ALLEN'S LISTS.

### The Crops

are grand, and a generous harvest is assured; giving to the farmers and masses of the people a handsome competency for their labor, and placing them in a position to spend money more freely.

### An opportunity

exists this season that does not often present itself. Those who intelligently profit by it will make large sums of money.

### General Advertisers,

whose goods are desired, required, or intended for the thrifty rural masses, find ALLEN'S LISTS very profitable.

### The Verdict

of advertisers always show steadily increasing results.

Forms for October issues close Sept. 15th.

**ALLEN'S LISTS,**  
Augusta, Maine.

## HOW TO SECURE ADVERTISING FOR YOUR SPECIAL EDITIONS.



About this time of the year it is the practice of many enterprising newspapers to get out special editions, for which they seek patronage from advertisers.

The best, most effective and cheapest way to call the attention of advertisers to these special editions is to announce them in PRINTERS' INK. To be most effective, the announcement should be sent in not less than a month before the date of the special edition.

**GEO. P. ROWELL & CO.,**  
Publishers,  
10 Spruce Street, N. Y.



# DOESN'T CLOG.

THE LUCKEY ADVERTISING AGENCY,  
ELGIN, Ill., 6-3-'91.

*The Tadella Pen Co.,  
St. Paul, Minn.:*

GENTLEMEN—

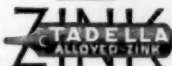
For several years I have used lithographic pens for drawings of advertising cuts, but after a few days' use the ink seemed to clog them.

Not long ago I bought some pens of a stationer, and one of your pens happened to be among them. I have used it for over two weeks, and photo-engraving ink will not clog it. I shall use them exclusively in the future.

Yours truly,

J. R. LUCKEY, M'gr.

Samples of 12 styles, 10 cts.



TRADE MARK

TADELLA PEN CO.,  
ST. PAUL, MINN.

"Goodness! How She Grows!"

23,368

Copies of the August, 1891,

FARM-POULTRY

We were Compelled to Print.

ADVERTISERS ARE YOU AWARE

how many families, of the well-to-do, purchasing classes, living within ten miles of all large cities, in the suburbs of large towns, in villages (as well as live farmers) keep a few hens?



THEY ARE A  
BUYING PEOPLE.

Moral: Advertise in  
Farm-Poultry.

For Rates and Sample Copy address  
FARM-POULTRY, 22 Custom House St.,  
BOSTON, MASS.

Sunday School Times,

PHILADELPHIA.

Presbyterian.  
Lutheran Observer.  
National Baptist.  
Christian Standard.  
Presbyterian Journal.  
Ref'd Church Messenger.  
Episcopal Recorder.  
Christian Instructor.  
Christian Statesman.  
Christian Recorder.  
Lutheran.

BALTIMORE.

Baltimore Baptist.  
Episcopal Methodist.  
Presbyterian Observer.

# This Tells You

Why these leading religious weekly papers have paid other advertisers:

- 1—They are read by prosperous families.
- 2—Their readers believe in them thoroughly.
- 3—They reach over **275,000 Families** every week.
- 4—They do not conflict in circulation, but cover different denominations.
- 5—Through them an advertiser is received with the confidence that attaches to a trusted friend.
- 6—They are read carefully in the quiet of the home circle, so that advertisements are sure to be seen and given attention.
- 7—The cost to advertise is low and is arranged in a series of fixed discounts that gives to all advertisers equal service for the amount of their investment.

# You Tell Them

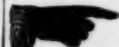
If you have anything to sell which prosperous families would buy. We help you willingly. Ask for information.

One  
Price  
Advertising

Without Duplication  
of Circulation

HOME JOURNALS **15** BEST WEEKLIES  
Every Week  
Over 275,000 Copies

Religious Press  
Association  
Phila



A Third of A MILLION DOLLARS in Printing Presses

**TWO MORE \$65,000 QUADRUPLERES.**

# The Philadelphia Item

To have the Greatest Newspaper Plant in the World—

Five (5) of R. Hoe & Co.'s Magnificent Printing Presses. Also the Largest and handsomest Business Stable in Philadelphia, to Accommodate Sixty (60) Horses and Seventy-five (75) Wagons. Allen B. Rorke now building it.

**Enormous growth of "THE ITEM," Daily, Sunday & Weekly**

OFFICE OF "THE ITEM," PHILADELPHIA, August 5, 1891.

R. Hoe & Co., 504 Grand St., New York:

GENTLEMEN—We acknowledge with pleasure your kind letter stating that one of the new Quadruple presses built to special order for THE ITEM is ready to ship to us, and that the other Quadruple is almost completed, and will probably be ready by Aug. 15. We agree with you that with these TWO MAGNIFICENT MACHINES, and the THREE now in use in the Main Office and Annex of THE ITEM, Philadelphia can boast of having the finest, fastest, and most complete printing plant in the world. THE ITEM, in printing presses, as well as in all things pertaining to modern journalism, has always endeavored to modestly take the lead, and its MARVELOUS GROWTH AND SUCCESS is merely the natural result of hard and conscientious work, intelligence, enterprise, and liberality.

We must admit that without the assistance of the famous Hoe Quadruple Printing Presses, it would not have been possible to supply the enormous demand for THE ITEM, whose circulation now averages 180,000 every day in the year.

Recognizing the importance of the work done by the Hoe Printing Press, we take great pleasure in sending you IN ADVANCE TEN THOUSAND DOLLARS (\$10,000), on account of the New Quadruple ready to ship to us, and expect to give you the formal order for shipment in a few days, as the foundations at THE ITEM Annex are almost completed.

We are anxious to have both New Quadruples in complete running order for use at the earliest possible moment, as we are making extensive preparations to push the circulation of THE ITEM beyond the 200,000 mark before the close of the present year.

Although we are now using over THIRTY WAGONS every day in our system of distribution, we find that the number is not sufficient, and as we have reached the limit of capacity at our two stables, we have closed a contract with the great builder, ALLEN B. RORKE, to immediately build THE ITEM a stable on a property we have just bought from Mr. Sheppard Young, located on Carpenter street, above Fourth, extending to Marriott street, a distance of about 230 feet by 64. This structure will accommodate SIXTY HORSES and SEVENTY-FIVE WAGONS, and will be a model stable in all respects, and the largest Business Stable in Philadelphia.

We are determined to push the circulation of THE ITEM, when aided by additional press capacity and greater distribution facilities, before the close of 1892, to a point close to 300,000 copies EVERY DAY IN THE YEAR.

Respectfully,

FITZGERALD & SONS.

R. HOE & CO.,  
PRINTING PRESS, MACHINE, AND SAW  
MANUFACTURERS.

GRAND, SHERIFF, BROOME AND COLUMBIA STS  
OFFICE, 504 GRAND ST., NEW YORK.  
MANSFIELD STREET, BOROUGH ROAD, LONDON.

NEW YORK, August 5, 1891.

Managers of "THE ITEM."

GENTLEMEN—The ADVANCE PAYMENT OF TEN THOUSAND DOLLARS (\$10,000) on account of the new presses now ready for you, enclosed in your favor of yesterday was received this morning, and passed to your credit with thanks.

Hoping soon to receive directions to ship the machines, and wishing you every success, we remain, yours very truly,  
R. HOE & CO.

Messrs. FitzGerald & Sons,

"The Philadelphia Item," Philadelphia, Pa.

S. C. BECKWITH,  
509 THE ROOKERY,  
CHICAGO.

SOLE AGENT  
FOREIGN ADVERTISING,  
48 TRIBUNE BUILDING,  
NEW YORK.

# Detroit! Pittsburgh! Cleveland!

Are You Going into these  
Cities this Year? . . . .

If you are, you have no doubt considered the different newspapers published in each place.

After consideration, have you not decided to use either or all three of the following papers?

## **Detroit News.**

## **Pittsburgh Chronicle Telegraph.**

## **Cleveland Press.**

If you have not decided to use them there are many reasons why it might be well for you to reconsider the matter.

In the first place the **DETROIT NEWS** has **45,000** daily circulation, and it is the most popular paper in Michigan. As this is much higher than the claimed circulation of any other paper in Detroit it shows at once one important point. However, this is but one of many reasons why you should look into the matter more deeply.

The **PITTSBURGH CHRONICLE TELEGRAPH** has a solid carrier circulation of **22,000** daily and its weekly has **28,000** subscribers.

It is not often one finds such a good weekly with such a good daily.

This paper passed its fiftieth anniversary some few months ago. It is the only paper in Western Pennsylvania that receives both the Associated and United Press reports. It is published from the finest newspaper building and plant in the State. As a perfect newspaper it takes the lead in Pittsburgh. It is considered one of the substantial papers of the country.

The **CLEVELAND PRESS** would be hard to flatter. It has had the entire afternoon field in Cleveland for years, and it has not neglected its opportunities. It is the oldest one-cent paper in the country west of Philadelphia. The **PRESS** recently enlarged to eight pages, and it would be impossible to find any one-cent paper in the United States its equal as a newspaper. The **PRESS** has **44,000** daily circulation.

These are but a few reasons why you should fully consider these mediums. Can furnish many more, perhaps more convincing.

**C. J. BILLSON,**

**86 and 87 Tribune Building, New York.**



## HARD TO BELIEVE.

On all sides advertisers tell us, we don't doubt your circulation, because your evidence is unquestionable, but it is hard to believe that you can, in a little over three years, pile up for the SATURDAY BLADE the largest "proved" paid circulation of any newspaper in the United States, and that you can take the CHICAGO LEDGER, which plodded along for nineteen years with a circulation seldom greater than 25,000, and in less than a year prove over 100,000 weekly. Well, we can't tell you how we did it, and sometimes we can hardly believe it ourselves, and feel like the Irishman arrested for horse stealing. When asked by the Judge, "Guilty or not guilty?" Pat replied, "How do I know, Judge, until I hear the evidence?" Well, we **prove** our circulation, and our evidence is believed by all who advertise with us, because they feel and know the results. We don't wonder at the advertiser who has never placed any business in the SATURDAY BLADE and CHICAGO LEDGER finding it "hard to believe."

## MAIL ORDERS.

No harder test can be applied to a paper than the "mail order" advertisement, yet over  $\frac{1}{2}$  of our business is of that class, and as we cancel any contract at any time we would not have the same "mail order" advertising year after year if it didn't pay them well, and they would not have stood five (5) raises in advertising rates in three (3) years if the returns and circulation had not been worth it.

# 300,000 **Copies Weekly.**

The combined circulation of the SATURDAY BLADE and CHICAGO LEDGER is over 300,000 Copies weekly. Advertising Rates: Blade, \$1.00 per line; Ledger, 50c. per line; Combined Order, \$1.25. Circulation Proved.

*Apply to any recognized Advertising Agency, or the Publisher,*

**W. D. BOYCE, Chicago, Ill.**

# The Yankee Blade

## A Valuable Advertising Medium

1887 Actual Circulation 30000

1888 Actual Circulation 50000

1889 Actual Circulation 75000

1890 Actual Circulation 110000

1891 Actual Circulation 130000

1892 Probable Circulation 200000

Present Advertising Rates, 75c. peragate Line.

Potter & Potter, Pubs.

86 & 92 Federal St.

Boston Mass

UNITED STATES OFFICE OF  
THE PERUVIAN CATARRH CURE CO.

New York, May 10, 1890.

MESSES. POTTER & POTTER, PUBS. THE YANKEE BLADE:

GENTLEMEN—Below note returns from one insertion in your paper, also from ten others. Yours leads all; in fact, we consider it the finest in America. We are sorry you did not give us a better position; perhaps we could attach more returns if you had.

### THE YANKEE BLADE (Boston),

The Ladies' World (New York),  
N. Y. Weekly World,  
National Tribune (Washington, D. C.),  
Ladies' Home Journal (Philadelphia),  
Agents' Herald (Philadelphia),  
Atlanta Constitution,  
Detroit Free Press,  
Courier-Journal (Louisville),  
Union Signal (Chicago),  
Witness (New York),

### ANSWERS.

2499

1980

445

267

245

132

121

64

59

17

10

### SIZE OF AD.

63 lines.

65 "

66 "

67 "

68 "

69 "

70 "

71 "

72 "

73 "

If you desire a sworn statement, send an affidavit and we will swear to it.

Yours truly,

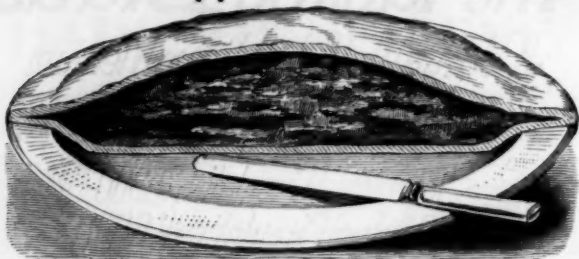
THE PERUVIAN CATARRH CURE CO.,

J. T. ROSENHEIMER, Manager.

[The above list comprises some of the very best advertising mediums in America, yet the number of replies received from THE YANKEE BLADE was nearly as great as were received from all the other ten papers. It is not claimed that THE YANKEE BLADE will always outstrip all others in the returns from any given advertisement, but its publishers do believe that THE YANKEE is one of the very best advertising mediums in America, and that such advertisers as use it regularly will be well pleased with the results.]

(COPYRIGHTED 1891.)

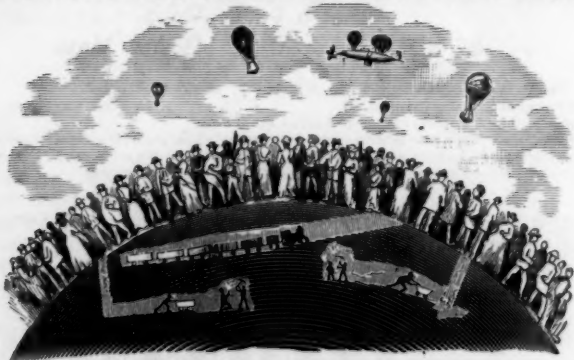
## Not the Upper or Lower Crust



But the **MIDDLE OF THE PIE** is what we are after, because it's the best and there is the most of it.

Now, in general business, it is not the **VERY RICH** or **very poor** who read or answer advertisements;

## NOT THE FEW ABOVE OR THE FEW BELOW



—BUT THE—

## Great Mass of Mankind ON EARTH.

The secret of the great success of **COMFORT**, the Magnetic Monthly, is that it is subscribed for, read and enjoyed by the great middle classes. Thus it is that

**IF YOU PUT IT IN "COMFORT" IT PAYS!**

Circulation will reach **750,000** in the Fall, when rates will be advanced.

Space at the Agencies or of **THE GANNETT & MORSE CONCERN**, Augusta, Maine

# A One Inch Advertisement One Month

## In 260 Daily Newspapers

having a monthly circulation of

### 8,807,800 Copies

FOR **\$750<sup>00</sup>**

And one month's insertion of the same advertisement in the 235 WEEKLY EDITIONS of these dailies, having a monthly circulation of

### 2,096,000 Copies

**WITHOUT EXTRA CHARGE.**

---

\$3 per inch per month is our price per paper for any 50 or more dailies selected from the list—the weeklies being included free.

They are generally the best papers in the towns where published, and the publisher's rate is fully three times our average price.

It is the cheapest offer we have ever made.

**GEO. P. ROWELL & CO'S**  
**Newspaper Advertising Bureau,**  
10 Spruce St., N. Y.

## THE CLUB AS A FACTOR IN FINANCE.

Along with the mother-in-law joke, the I'll-be-a-sister-to-you joke, and the other venerable acquisitions of a dead and long forgotten past stands the club joke. Time does not stale nor custom wither its infinite variety. Men may come and men may go, but the club joke goes on forever. If we cannot admire its sprightliness, let us at least respect its age, for the mind of man cannot conceive the era when the eye was not gladdened by the sight of a leering intoxicant declaiming somewhat incoherently that "He has only been *hic* down to the *hic* club."

But the club of to-day, as it exists in its best sense, has become a mighty factor in the world of finance. The volume of business credited to the office, but which has its origin entirely in the club, is beyond belief to those unacquainted with this feature of club life. Important transactions requiring the utmost consideration cannot be discussed in the rush and hurry incident to the ordinary business office. Interruptions are the order of the day; all of the small details that go to make up a large business are constantly coming up, and the merchant who attempts to conduct an important negotiation under such circumstances soon learns by sad experience that it pays to take time to discuss it leisurely and arrive at a conclusion only when the subject has been thoroughly investigated.

The woman who understands her husband is the warmest ally of the club to-day. To her the acquaintance which her husband gains by his membership is one she knows could not be gained by years of patient labor in the ordinary channel; and she also knows that without acquaintances the modern business man would be at a great disadvantage.

To a young man starting out, the standing a good club gives him is of the utmost importance. In the Board of Governors are men who have made their mark in the world, and who are in a position to help young men who are willing to help themselves. Kissing is not the only thing that goes by favor, for business is very much the same, and the young man who is anxious to get on does not underestimate the importance nor the prestige gained by a good club acquaintance.

In its social aspects the influence of the club cannot but help to make manner men, nor to teach them the value of those trifling incidents that go to make intercourse with those about them a matter of enjoyment. We live in an age of deportment, and the young man who acquires that quiet self-possession, who realizes the importance of politeness in every-day life, has done much to equip himself for the position which his abilities and his opportunities afford him.—*The Club for September.*

About a month or six weeks since I received a very attractively printed sheet announcing the starting of a new monthly periodical to be called the *Club*. I put it aside with a number of similar announcements, for as no names of backers, editors or publishers were given, the project seemed a trifle hazy. It would be a moderate estimate to state that 365 publications are "announced" every year which never get beyond the announcement. Now that I have seen the first issue and know more about its backing I can speak with some certainty about it. The *Club* is to be a monthly, issued in the highest style of printers' and engravers' art, and devoted, as its name implies, to club life for men and women. Its proprietors are A. Frank Richardson, the well known all-round newspaper man, and H. Collins Brown, the proprietor of that successful and brilliant monthly, *Art in Advertising*. With the mention of these two names all doubts as to the success of the publication vanish. I reprint the leading editorial of the first issue, which strikes the keynote of the paper's policy. I take off my hat to my handsome young friend and invite it to a front seat, right down near the orchestra, where it can have a good view of the stage.—*Allan Forman, in the Journalist, September 5th.*

A NEW publication, known as the *Club*, established.—*John A. Cockerill, in Sunday Advertiser, September 6th.*

### "THE CLUB"—A NEW PERIODICAL.

Club men—and women, too—will welcome the appearance of the *Club*, the new journal which is to chronicle their doings. It is brimful of humor and gossip, and its first issue—that of September—is a marvel of beauty, being printed on the finest paper. Its illustrations—which surpass even those of the best of our magazines—are triumphs of art. The *Club Publishing Company* are the publishers.—*Merrill Goddard, in the Sunday World, September 6th.*